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ABSTRACT

A selected, annotated bibliography provides information to help teachers obtain curriculum materials for economic education at the elementary and secondary levels. An introduction describes the background of the publication, selection criteria for materials cited, additional sources of information, directions for obtaining materials, hints for choosing and using free materials, and a guide to the classification of materials. Materials are listed alphabetically by publishing firm or organization. Each citation contains the following information: firm name and address, document title, a brief overview of document content, key economic concepts covered in the document (as described in the Joint Council on Economic Education publication, "A Framework for Teaching Economics"), an evaluation, and the educational level. Materials from over 50 firms are included. Although publication dates of materials are not provided, the introduction to the bibliography states that they are the most current sources available. Three appendices cross-reference material by firm, key concepts, and suitability for elementary or secondary education. (LP)

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GUIDE TO FREE AND INEXPENSIVE ECONOMIC EDUCATION MATERIALS

Revised (1984) Edition

by

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and

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Provided as a Service

by

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Krannert Graduate School of Industrial Administration
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West Lafayette, Indiana 47907
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SP 016 169

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INTRODUCTION

Background. Teachers have always been interested in obtaining and using suitable instructional materials with their students. In many cases textbooks are outdated and new materials are hard to obtain because of budgetary constraints and other reasons. Many businesses and industries throughout the country, not to mention different agencies of government, have developed a plethora of instructional materials that are available at little or no cost to the teacher. These sponsored materials, often referred to as free or inexpensive may be in the form of booklets, charts, exhibits, films, film strips, media kits, leaflets, pamphlets, posters, audio tapes, transcriptions, or video tapes. Very recently a few sponsors have also begun to provide, on a highly selective basis, software programs for computers.

The value of using sponsored (free) materials is that they give students an opportunity to discover the relationship of values in economic decision making. Most sponsored materials are published to present a particular point of view related to certain specific issues. When several viewpoints are available related to a concept, students can become more actively involved in analysis. Often they can discover that there are no simple answers, that recommended solutions to any economic issue reflect a spectrum of value positions.

This publication is intended to help teachers obtain curriculum materials to teach economic education in their classes. This Guide lists only those items which were deemed by the authors to be suitable. All firms and agencies listed in

this publication have provided sample copies to the authors, who examined each piece of material. The judgments concerning the concepts covered and the instructional level of the materials was made subjectively. The entire contents of this Guide is intended to be used as a guideline. Teaches should , indeed must, exercise their instructional judgment as to what materials to use and how these should be employed. This judgment is the sole prerogative of the individual teacher. Nothing written or implied in the contents of this publication is intended to replace teacher judgment. The ultimate and final decision for the employment, or conversely the exclusion, of any curricular materials rests solely with the teacher. This is the exercising of sound professional judgment.

Additional Sources. In addition to this guide, which is limited in its contents, but certainly most current, there are many other sources which the teacher should consult if he/she intends to use a full range of free (sponsored) materials.

Probably the most thorough and regularly revised series of free materials catalogs is that published by Educators Progress Service. They publish a series of guides which are revised annually. These publications usually are released in August so they may be used at the opening of school each fall. These guides are divided basically into two groups, those dealing with media types and those dealing with subject area (discipline). These titles are:

MEDIA TYPE

Educators Index of Free Materials - Print

Educators Guide to Free Films - 16mm films

Educators Guide to Free Filmstrips - includes media kits

Educators Guide to Free Audio and Video Materials - includes tapes and video cassettes

SUBJECT AREA

Educators Grade Guide to Free Teaching Aids - Elementary

Educators Guide to Free Science Materials - All levels

Educators Guide to Free Social Studies Materials - All levels

Educators Guide to Free Guidance Materials - All levels

Educators Guide to Free Health, Physical Education and Recreation Materials - All levels

Elementary Teachers Guide to Free Curriculum Materials - Elementary level

These materials are relatively expensive and are not recommended for individual purchase, however they are an invaluable tool for the building curriculum center or library.

Additional information concerning this series may be obtained from:

Educators Progress Service, Inc.
214 Center Street
Randolph, Wisconsin 53956

One source, revised biennially, is the publication Free and Inexpensive Learning Materials. This is published under the aegis of George Peabody College and has been in existence for over 40 years. It is one book which should be considered for purchase by the individual purchase. The price is $5.50 and includes mailing and handling charges. Contact:

Incentive Publications, Inc.
P. O. Box 120 189
Nashville, Tennessee 37212

Another publication which has made its debut within the last six to seven years is the serial (nine issues yearly) entitled

Freebies. It lists and reviews a broad spectrum of materials and is intended for a general audience, never-the-less its' contents are of value to the dedicated seeker of the most current sponsored materials that may have classroom use. The subscription price is $6.00. Contact:

Freebies
P. O. Box 5797
(1387 School House Road)
Santa Barbara, California 93108

Dedicated seekers of additional sources of curriculum materials may also wish to have their names placed on the mailing list for Selected U.S. Government Books. This publication, issued quarterly, is a valuable source of relatively inexpensive materials. One other reason for obtaining this listing is that you may be able to obtain copies of a limited number of publications by contacting your local Representative or Senator. These public servants have a budget for providing their constituents with copies of government documents -- however the requests must contain the CORRECT document number and title. You may have your name placed on the mailing list by writing:

Superintendent of Documents
Government Printing Office
Washington, D.C. 20402

Finally, you may wish to read a pair of books related to the use of sponsored (free) materials. One strongly supports their use while the other seriously questions their inclusion in the curriculum of the schools of our country. Before you make a final decision you owe it to yourself to be informed. These two works are:

Duvall, Charles R. and Wayne J. Krepel, Free Materials and Education, Randolph, Wisconsin: Educators Progress Service, Inc., 1978 ($7.95)

Harty, Sheila, Hucksters in the Classroom, Washington, D. C.: Center for Study of Responsive Law (Box 19367), 1979. ($10.00)

Obtaining Materials. If you wish to obtain materials for use with your classes the following steps and procedures are recommended:

1. Identify long-range goals and objectives.
2. Consult one or more of the source guides and identify materials which may be of value with your class(es).
3. Order one(1) copy of each piece of material which appears to be of value to your instructional program. If suitable - and available in quantity - then order classroom quantities.

HINTS

-Use only the most recent edition of the guide.

-Check local sources before writing for the materials.

-Check source (catalog) for accuracy.

-Mention school affiliation (use school letterhead if possible).

-Write legibly.

-Follow instructions.

-Request specific materials. (NEVER request "all you have about . . .")

-Keep requests for classroom quantities at a reasonable level.

-Include your return address. (You would be surprised at the number of people who forget this!!)

-Proofread your request letter. (A poorly written letter, or one filled with misspellings, contributes to the "poor image" some persons have of our educational system.

-Avoid mass classroom mailings. If you have students write letters requesting materials have them contact a large number of sources. Always countersign student letters with your name and title "teacher."

-PLAN AHEAD. Allow at least six (6) weeks for a reply.

THEN

-Evaluate the materials BEFORE using with your class.

-Evaluate materials FOLLOWING use with your class.

Sample Request Letter. The following is a sample letter which you may wish to adapt to your own use:

SCHOOL LETTERHEAD
(if available)

Name of Person (if known)
Firm/Provider
Address given in source
City, State ZIP

Dear Sir/Madam (or name if known):

I would like to obtain one(1) copy of the following listed free materials for examination and possible use with my class(es) in (specify subject area). I obtained this information from (cite source e.g. DuVall and Rueff's Guide to Free and Inexpensive Economic Education Materials).

LIST MATERIALS HERE

Thank you for your kind consideration of this request.

Sincerely,

SIGNATURE
(always sign individually)

Your name typed
Position
Address (school/or letterhead)

NOTES: Use form letters if you wish --- but always sign in ink.

NEVER use mass class mailings!!!!!!

Teachers should proofread individual student letters and countersign each student request.

Classification of Materials. The following listing provides three kinds of information for each set of materials:

1. There is a description of what kinds of materials are available.
2. Where possible the materials are related to concepts found in the Joint Council on Economic Education's list of basic concepts as identified in A Framework for Teaching Economics: Basic Concepts - Part I (pp.7-23). The Framework offers teachers and curriculum developers a comprehensive description for "fine tuning" economics objectives to a prescribed list of concepts. These are as follows:

The Basic Economic Problem

1) Economic Wants
2) Productive Resources
3) Scarcity and Choices
4) Opportunity Costs and Trade-Offs
5) Marginalism and Equilibrium

Economic Systems

6) Nature and Types of Economic Systems
7) Economic Incentives
8) Specialization, Comparative Advantage, and the Division of Labor
9) Voluntary Exchange
10) Interdependence
11) Government Intervention and Regulation

Microeconomics: Resource Allocation and Income Distribution

12) Markets, Supply and Demand
13) The Price Mechanism
14) Competition and Market Structure
15) "Market Failures": Information Costs, Resource Immobility, Externalities, etc.
16) Income Distribution and Government Redistribution

Macroeconomics: Economic Stability and Growth

17) Aggregate Supply and Productive Capacity
18) Aggregate Demand: Unemployment and Inflation
19) Price Level Changes
20) Money and Monetary Policy
21) Fiscal Policy: Taxes, Expenditures, and Transfers
22) Economic Growth
23) Savings, Investment, and Productivity

The World Economy

24) International Economics (uses the concepts above)

3. The authors judged each set of materials regarding its suitability for elementary and/or secondary levels of instructional use.

NOTE

In order to assist in making determinations of the different types of materials available the following key has been incorporated in all listings:

BOOKLETS have been introduced through the use of capital letters.

<u>Pamphlets</u> have been underlined.

ADVERTISING COUNCIL
Economics Booklets
825 Third Avenue
New York, New York 10022

DOLLAR$ AND SEN$E
PRODUCTIVITY AND YOUR PART IN IT
These two booklets are highly interesting presentations of aspects of the American economic system. DOLLAR$ AND SEN$E explains dimensions of the inflation problem. PRODUCTIVITY AND YOUR PART IN IT relates this topic to economic growth.

CONCEPTS: Price Level Changes (19); Economic Growth (22); Savings, Investment and Productivity (23).

LEVEL: Secondary

AMERICAN AUTOMOBILE ASSOCIATION
Traffic Safety Department
8111 Gatehouse Road
Falls Church, Virginia 22047

TEACHERS GUIDES FOR ALCOHOL EDUCATION (K-12)
The AAA Clubs have developed extensive teachers guides dealing with problems of alcohol use and abuse. These guides are tailored for specific grade levels. These lessons help students confront the social and economic costs of alcohol abuse. Prices range from $ .90 to $ 1.50 per guide. Interested parties should contact their local AAA club concerning availability. If no local office contact the Traffic Safety Department of AAA at the address given above.

CONCEPTS: Productive Resources (2); Scarcity and Choices (3); Opportunity Costs and Trade-Offs (4); Externalities (15).

LEVEL: Elementary and Secondary

AMERICAN BAR ASSOCIATION PRESS
Publications Section
1155 East 60th Street
Chicago, Illinois 60637

BUYING AND SELLING YOUR HOME
LANDLORDS AND TENANTS
PLANNING FOR LIFE AND DEATH
THERE ARE HUNDREDS OF REASONS WHY YOU MIGHT NEED A LAWYER
WHEN TO SEE A LAWYER
YOUR GUIDE TO CONSUMER CREDIT AND BANKRUPTCY

The series of booklets listed above are merely illustrative of the wide range of titles obtainable from this organization. They will gladly provide interested teachers with a catalog of their entire publications list upon request. Costs of individual items are contained in the catalog and most appear to be less than $2.00 with many single copies free.

CONCEPTS: Economic Wants (1); Scarcity and Choices (3); Government Intervention and Regulation (11).

LEVEL: Secondary

AMERICAN INSTITUTE FOR ECONOMIC RESEARCH
Great Barrington, Massachusetts 01230

MONEY, BANKING AND INFLATING
UNDERSTANDING THE MONEY MUDDLE
WHY GOLD?

These booklets present positions contrary current popular thinking about monetary policies. This organization, through its publications advocates a return to the gold standard. The American Institute also publishes the Economic Education Bulletin which contains a wide variety of articles dealing with economic policy. This organization appears to be a good source for materials presenting contrasting viewpoints.

CONCEPTS: Government Intervention and Regulation (11); Money and Monetary Policy (20); International Economics (24).

LEVEL: Secondary

AMERICAN IRON AND STEEL INSTITUTE
1000 Sixteenth Street, NW
Washington, D.C. 20036

ECONOMICS OF THE ENVIRONMENT
MAKING STEEL WITH MONEY
THE WORLD OF WORK

This trade association will provide to educators with current classroom responsibilities (e.g. no student teachers) the three media kits (filmstrip, cassette and teacher's guide) listed above. All requests must be made on school letterhead.

CONCEPTS: Productive Resources (2); Scarcity and Choices (3); and Opportunity Costs and Trade-Offs (4).

LEVEL: Secondary (ECONOMICS OF THE ENVIRONMENT, MAKING STEEL WITH MONEY).
Elementary (THE WORLD OF WORK).

AMERICAN RENTAL ASSOCIATION
Attn: Educational Materials
1900 Nineteenth Street
Moline, Illinois 61265

EQUIPMENT RENTAL
NEED IT? RENT IT!
CONVALESCENT AIDS
YOUR PARTY RENTAL GUIDE

This trade association provides a wide variety of materials which may have applicability to consumer economics classes. Specific publications (as the titles above illustrate) delineate the advantages of renting equipment.

CONCEPTS: Scarcity and Choices (3); Specialization...(8)

LEVEL: Secondary

AMERICAN TRUCKING ASSOCIATION, INC.
Public Relations Department
1616 P Street, N.W.
Washington, D.C. 20036

Brief Facts About the Trucking Industry

A compilation of specific information about the trucking industry. Organized under the following topics: Industry size; Finance and Operations; Highways and Taxes; Sizes and Weights; Safety; Fuel Efficiency; and Purchases.

How Trucks Serve You

This pamphlet emphasizes how trucks serve as links in the production chain.

TRUCKS AND THE THINGS YOU WANT TO KNOW ABOUT THEM

This booklet reviews the history of the trucking industry and the breadth of the services rendered.

Milk, From the Cow, by Truck, to You

This illustrated double-fold describes the importance of trucks to the dairy industry.

ECONOMICS UNIT OUTLINE

Minimal outline (for grades 4-9) suggesting how the trucking industry relates to our economic system. (Teacher background)

CONCEPT: Interdependence (10).

LEVEL: Elementary (reading level appears to be slightly higher).

AMOCO EDUCATIONAL SERVICES
Public Affairs - MC 3705
Box 5910-A
Chicago, Illinois 60680

It's a Great System (Pass It On)
Profits and Productivity
This Business of Energy

The pamphlet titles listed above are among many free teaching materials dealing with numerous economic concepts.

ENERGY ADVENTURE
THE ENERGY CRISIS
THE KINGDOM OF MOCHA
LIVING WITH ENERGY

The above listed titles are illustrative of instructional aids featuring spirit master stencils and teacher background materials.

Economic Education Seminar Outline

A two-page outline of 12 suggested units for teaching economic education, either in high school or as an inservice project for professional staff.

Energy and Economics

A four-page teachers guide, including a student test, can be used with This Business of Energy pamphlet.

THE ECONOMICS OF ENERGY (Grades 7-9)

This is a teaching kit which is organized around the economics of energy (as the title states). It contains complete teaching plans, which can be modified if desired, as well as "black line stencils" for making classroom quantities of handouts as well as post-tests for different grade levels.

CONCEPTS: Vary with materials.

LEVEL:Upper Elementary and Secondary.

ASSOCIATED CREDIT BUREAUS, INC.
16211 Park 10 Place
P. O. Box 218300
Houston, Texas 77218

Bankruptcy...Some Things to Consider
Consumers Credit Bureaus and the Fair Credit Reporting Act
How to Manage Your Money Cleverly
Women, Credit Bureaus, and the Equal Credit Opportunity Act

This organization will furnish single copies of its publications at no cost to consumers who contact their local ACB member credit bureaus. Multiple copies available at minimal cost. Write for their price list and sample copies that meet curricular needs.

CONCEPTS: Opportunity Costs and Trade-Offs (4); Government Intervention and Regulation (11); The Price Mechanism (13).

LEVEL: Secondary.

AVON PRODUCTS, INC.
Nine West Fifty Seventh Street
New York, New York 10019

About Your Consumer Rights
About Saving Energy Safely

This company produces several pamphlets related to their product lines and the above cited examples on more general consumer economics topics. Multiple copies of the above cited titles and others not listed may be obtained by contacting your local Avon representative or writing to the above address.

CONCEPTS: Scarcity and Choices (3); Government Intervention and Regulation (11).

LEVEL: Secondary.

BANK OF AMERICA
Box 37000
San Francisco, California 94137

How to Establish Credit
Personal Money Planner
Steps to Buying a Home

The pamphlets listed above are illustrative of the wide range of personal money management materials available from this source. A complete listing may be obtained by writing for the CIRcular^{R} series list. One complete set of all current titles may be obtained at no cost for reference purposes. A small charge is imposed for additional copies.

CONCEPTS: Economic Wants (1); Scarcity and Choices (3); Opportunity Costs and Trade-Offs (4).

LEVEL: Secondary.

BANKERS LIFE
Consumer Services
711 High Street
Des Moines, Iowa 50307

A Consumer's Life Insurance Guide
HOW MUCH LIFE INSURANCE DO I NEED?
HOW TO CHOOSE A LIFE INSURANCE PLAN ...BEST FOR YOU
HOW TO SELECT THE RIGHT LIFE INSURANCE COMPANY
LIFE INSURANCE HANDBOOK

These titles, two of them new since last year's edition of this source listing, give guidelines dealing with the selection of life insurance plans by consumers.

CONCEPTS: Scarcity and Choice (3).

LEVEL: Secondary

BETHLEHEM STEEL CORPORATION
Public Affairs Department, Room 434
Bethlehem, Pennsylvania 18016

ANNUAL REPORT(S)

Selected years available upon request. Ask for availability.

A QUICK LOOK AT BETHLEHEM

This brochure succinctly Bethlehem's manufacturing operations. Areas covered include steel, mining, shipbuilding and repair, research, and plastics. Attractively illustrated.

CONCEPTS: Productive Resources (2); Opportunity Costs and Trade-Offs (4).

LEVEL: Secondary, although illustrations may be applicable for elementary pupils.

CANADIAN BANKERS ASSOCIATION
Box 282, Toronto Dominion Centre
Toronto, Ontario, Canada M5K 1K2

AUTOMATION IN CANADIAN BANKING
BANK FACTS
THE CHARTERED BANKS OF CANADA
CREDIT WISE, A GUIDE TO CONSUMER CREDIT
MORTGAGE WISE, A GUIDE FOR HOME BUYERS
QUESTIONS AND ANSWERS ABOUT AUTOMATION

This series of booklets offer an excellent opportunity to compare and contrast similarities and differences between the two banking systems. The booklets dealing with automation can be used to stress similarities, while the other three booklets can be used to emphasize the differences between the United States and Canadian systems of banking. These booklets are also printed in French, thus offering an excellent opportunity to coordinate the teaching of economics with the foreign language program.

CONCEPTS: Money and Monetary Policy (20); International Economics (24);

LEVEL: Secondary

CENTER FOR INFORMATION ON AMERICA
Washington, Connecticut 06793

CAPITAL
GRASS ROOTS GUIDES
VITAL ISSUES

This organization publishes a wide assortment of papers and booklets, as listed above. Illustrative titles within these series include: Productivity Growth in the U. S.: A Serious Problem, Profits and Capitalism, and Money in the United States. The Center states that "Objectivity in presentation is the editorial aim of the Center."

CONCEPTS: Vary with materials.

LEVEL: Secondary

CHICAGO BOARD OF TRADE
Literature Services
LaSalle at Jackson
Chicago, Illinois 60604

ACTION IN THE MARKETPLACE
This booklet reviews the importance of the Chicago Board of Trade as an auction market for commodities.

A GUIDE TO FINANCIAL FUTURES
A detailed review of the importance of financial futures contracts as they relate to commodities.
FINANCIAL FUTURES: THE DELIVERY PROCESS
Presents a detailed explanation of the delivery procedure and its ramifications in the financial futures markets.

INTRODUCTION TO HEDGING (accompanied by Workbook)
SPECULATING IN FUTURES
These are two revised publications by the Board. They are units of instruction dealing with the topics identified in the titles.

COMMODITY MARKETS
THE MARKETPLACE
These are two new instructional units comprised of a sample student book, teachers guide and "commodity paper" trading exercise. They sell for $4.50 per package. Additional student books and exercise packages can be purchased at reasonable cost. Descriptive literature may be obtained prior to purchase. Requests are required to be made on school letterhead and prepayment must accompany orders from non-members.

CONCEPTS: Markets, Supply and Demand (12); The Price Mechanism (13); Competition and Market Structure (14).

LEVEL: Secondary (Limitation: Better Students/Upper Grades)

COFFEE, SUGAR AND COCOA EXCHANGE, INC.
4 World Trade Center
New York, New York 10048

ECONOMIC INDEX FUTURES
TRADING IN COCOA FUTURES
TRADING IN COFFEE FUTURES
TRADING IN SUGAR FUTURES
UNDERSTANDING OPTIONS ON FUTURES
This source provides information on the Coffee, Sugar and Cocoa economies with special emphasis on the futures markets of these commodities.

CONCEPTS: Markets, Supply and Demand (12); The Price Mechanism (13); Competition and Market Structure (14); International Economics (24)

LEVEL: Secondary

CONCERNED EDUCATORS AGAINST FORCED UNIONISM
8001 Braddock Road
Springfield, Virginia 22160

PUBLICATIONS LIST

This special interest group provides a wide variety of materials dealing with the "right to work movement." A great deal of effort has been expended analyzing social studies textbooks from the Committee's viewpoint. Single copies of all publications available at no cost. Request publications list.

Today's Crisis: Forced Unionism in Education

This pamphlet has been added since the publication of the 1984 catalog and illustrative of the type of "controversial and thought-provoking" titles available.

CONCEPTS: Government Intervention and Regulation (11); Others vary with materials.

LEVEL: Secondary

CONFERENCE ON ECONOMIC PROGRESS
2610 Upton Street, N.W.
Washington, D.C. 20008

GOALS FOR FULL EMPLOYMENT AND HOW TO ACHIEVE THEM...

This booklet, written by the authors of the Humphrey-Hawkins bill (1978), explains their goals.

HOW TO CUT UNEMPLOYMENT TO 4 PERCENT ...

This is a look (1983) at what Keyserling and his staff view as the problems and solutions to our economic problems.

MONEY, CREDIT, AND INTEREST RATES: . . .

This presentation looks at what Keyserling views as the "gross" mismanagement by the Federal Reserve System. A controversial and intriguing treatment.

CONCEPTS: Nature and Types of Economic Systems (6); Government Intervention and Regulation (11); Income Distribution and Government Redistribution (16); Money and Monetary Policy (20).

LEVEL: Secondary

CONSUMER INFORMATION CENTER
Department 601N
Pueblo, Colorado 81009

CONSUMER'S RESOURCE HANDBOOK

This comprehensive publication contains information to provide consumers with techniques for analyzing products, writing letters of complaint, and utilizing third parties for disputes. Also included is a consumer assistance directory of private and public sector offices available to individuals to assist them in dealing with consumer problems. Single copies are available at no charge. Also available is the Consumer Information Catalog at no charge.

CONCEPTS: Scarcity and Choices (3); Economic Incentives (7); Government Intervention and Regulation (11).

LEVEL: Secondary.

CONSUMER PROTECTION DIVISION
53 West Jackson Boulevard
Room 335
Chicago, Illinois 60604

Consumer Tips for Senior Citizens
Don't get Ripped Off: Know Your Legal Rights When You Buy a Used Car
20 Ways Not to be Swindled

These pamphlets deal with topics of interest to a wide range of persons and are illustrative of materials available from this source at no charge. While they are published in Illinois, and refer to Illinois statutes, they still have a wide range of applicability and interest. Also available, and quite interesting is a

CONCEPTS: Scarcity and Choices (3); Government Intervention and Regulation (11).

LEVEL: Secondary.

CREDIT UNION NATIONAL ASSOCIATION
Box 431
Madison, Wisconsin 53701

EVERYBODY'S MONEY

This quarterly publication gives information regarding solutions to specific consumer problems and provides data of current interest. Price $ .50 per copy/$2.00 per annual subscription.

Consumer Facts Pamphlets

These double-folds each deal with a specific consumer problem. Sample titles include "A Look at Your Homeowners Insurance" and "Is Your Clunker Worth Keeping?" A sample packet of 43 titles retails for $6.50 or write for their price list.

CONCEPTS: Scarcity and Choices (3); Government Intervention and Regulation (11); Markets, Supply and Demand (12).

LEVEL: Secondary

DIRECT MAIL/MARKETING ASSOCIATION
6 East 43rd Street
New York, New York 10017

Ethical Business Practices
How Did They get My Name?
Make Knowledge Your Partner in Mail Order Shopping

There three pamphlets are a sample of the types of materials available from this special interest organization. Also of note is their 'Great Catalog Guide" which contains more than 800 direct mail sources of merchandise.

CONCEPTS: Scarcity and Choices (3); Opportunity Costs and Trade-Offs (4); Specialization, ... (8).

LEVEL: Secondary

FARM FOUNDATION
1211 West 22nd Street
Oak Brook, Illinois 60521

INCREASING UNDERSTANDING OF PUBLIC POLICIES (Yearly)

This (annual) publication reports the major discussions of the (annual) National Public Policy Education Conference of this association. The participants represent most states, the U. S. Department of Agriculture, and other public agencies.

CONCEPTS: Vary with materials.

LEVEL: Secondary

FEDERAL DEPOSIT INSURANCE CORPORATION
550 Seventeenth Street, N.W.
Washington, D.C. 20429

. . . . . .

FEDERAL RESERVE BANK OF ATLANTA
Research Department, Publications Unit
Box 1731
Atlanta, Georgia 30301

FEDERAL RESERVE BANK OF BOSTON
Bank and Public Services Department
Boston, Massachusetts 02106

FEDERAL RESERVE BANK OF CHICAGO
Public Information Center
230 South LaSalle Street
Chicago, Illinois 60690

FEDERAL RESERVE BANK OF CLEVELAND
Public Information Center
Box 6387
Cleveland, Ohio 44101

FEDERAL RESERVE BANK OF DALLAS
Public Affairs Department
Station K
Dallas, Texas 75222

FEDERAL RESERVE BANK OF KANSAS CITY
Public Affairs Department
925 Grand Avenue
Kansas City, Missouri 64198

FEDERAL RESERVE BANK OF MINNEAPOLIS
Office of Public Information
250 Marquette Avenue
Minneapolis, Minnesota 55480

FEDERAL RESERVE BANK OF NEW YORK
Public Information Department
33 Liberty Street
New York, New York 10045

FEDERAL RESERVE BANK OF PHILADELPHIA
Public Information Department
Box 66
Philadelphia, Pennsylvania 19105

FEDERAL RESERVE BANK OF RICHMOND
Public Services Department
Box 27622
Richmond, Virginia 23261

FEDERAL RESERVE BANK OF ST. LOUIS
Bank Relations and Public
Information Department
Box 442
St. Louis, Missouri 63166

FEDERAL RESERVE BANK OF SAN FRANCISCO
Public Information Department
Box 7702
San Francisco, California 94120

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BOARD OF GOVERNORS
OF THE FEDERAL RESERVE SYSTEM
Publications Services
Washington, D.C. 20551

The list of addresses presented above is the complete list of sources from which you can obtain materials concerning the Federal Reserve System and the Federal Deposit Insurance Corporation. It is suggested that you write and ask for their catalog FEDERAL RESERVE SYSTEM: PUBLIC INFORMATION MATERIALS. This presents the latest materials in the following categories: Occasional Publications (wide assortment); Periodic Publications; Audiovisual Materials; and Statistics.

CONCEPTS: Vary with materials.

LEVELS: Wide range, but appear to be concentrated at Secondary and above. Single copies should be requested for teacher examination and determination of applicability.

THE FORD FOUNDATION
320 East 43rd Street
New York, New York 10017

THE SEARCH FOR A NEW ECONOMIC ORDER

This booklet describes the main areas of economic research supported by the Ford Foundation in the 1970's. It is a succinct review of recent international economic history and outlines the problems facing the world economy today.

CONCEPTS: Interdependence (10); International Economics (24).

LEVEL: Secondary

FOUNDATION FOR ECONOMIC EDUCATION, INC.
30 South Broadway
Irvington-on-Hudson, New York 10533

You Cannot Pick a Dandelion

This reprint of an article from The Freeman is illustrative of several fables and essays that are used to illustrate the Foundation's perspectives to elementary age students. Sample copies are available at no cost, additional copies sell for $ .03 each. This group also presents a wide range of other papers and materials dealing with economic issues, primarily reflecting a conservative perspective. Price list and sample publications available upon request.

CONCEPTS: Vary with materials.

LEVEL: Elementary and Secondary.

INDEPENDENT PETROLEUM ASSOCIATION
1101 Sixteenth Street, NW
Washington, D.C. 20036

America's Government Lands are Being held Hostage
Together We Can Make America Independent
Wildcatter

This trade association offers several pamphlets and broader economic reports related to their particular special interests. Most pamphlets are available for a minimal cost. Their publications list should be requested.

CONCEPTS: Productive Resources (2); Scarcity and Choices (3); Markets, Supply and Demand (12); and The Price Mechanism (13).

LEVEL: Secondary.

INVESTMENT COMPANY INSTITUTE
1775 K Street, NW
Washington, D.C. 20006

BOOKLETS AND PAMPHLETS

This organization offers several booklets and pamphlets describing attributes of various forms of personal investment. For a complete description of these materials, including films, request a catalog.

CONCEPTS: Scarcity and Choices (3); Opportunity Costs and Trade-Offs (4); and Markets, Supply and Demand (12).

LEVEL: Secondary

LAWYERS TITLE INSURANCE CORPORATION
P. O. Box 27567
Richmond, Virginia 23261

Condominiums From the Ground Up
This pamphlet offers information on the unique characteristics of condominuim ownership.
LAWYERS TITLE HOME BUYING GUIDE

Title Insurance Glossary
These two publications are excellent reference sources in their particular areas. The "home buying guide" carries a price of $2.25 but is available at no cost from this source.

CONCEPTS: Economic Wants (1); Productive Resources (2); Scarcity and Choices (3).

LEVEL: Secondary.

L'EGGS PRODUCTS, INC.
c/o Sheer Energy Books
P. O. Box 458
Winston-Salem, North Carolina 27102

THE SUCCESSFUL WOMAN'S GUIDE TO:
ENTERTAINING ON A TIME AND MONEY BUDGET
GETTING AND KEEPING A JOB
MONEY MANAGEMENT
TIME MANAGEMENT
This series of booklets, while written for women, have broad applicability to the world of work and could be profitably used by persons of either sex.

CONCEPTS: Productive Resources (2); Scarcity and Choices (3).

LEVEL: Secondary

MONEY MANAGEMENT INSTITUTE
Household - Department FI
2700 Sanders Road
Prospect Heights, Illinois 60070

MATERIALS CATALOG

This organization has many excellent booklets and filmstrips dealing with personal economics topics. These are available at a modest cost. Included and of special interest is the MMI BOOKLET LIBRARY. This package contains twelve (12) attractive booklets on such topics as "Your Financial Plan," "Your Food Dollar," and "Your Automobile Dollar." Booklets are $ .75 each; the total library package sells for $5.00 - a very good buy. Also available at no cost is the MMI MEMO, a consumer education newsletter suitable for use at the secondary level.

CONCEPTS: Economic Wants (1); Scarcity and Choices (3); Opportunity Costs and Trade-Offs (4)

LEVEL: Secondary

NATIONAL ASSOCIATION OF LIFE UNDERWRITERS
1922 F Street, N.W.
Washington, D.C. 20006

"Be Sure to Get All the Facts"
"Some Guidelines for Deciding What Kind of Life Insurance Is Your 'Best Buy'"
"Your Career Path"

The above listed pamphlets are examples of materials provided by this trade association. A complete list of all available materials will be provided upon request. Single copies are available at no charge.

CONCEPTS: Scarcity and Choices (3).

LEVEL: Secondary

NATIONAL FOUNDATION FOR CONSUMER CREDIT
8701 Georgia Avenue
Silver Springs, Maryland 20910

"Credit and the Consumer"
"Establishing Good Credit"
"Getting a Hold on Credit"

This organization provides a variety of pamphlets on topics related to consumer credit. Most are available in single copies at $ .25 or less per pamphlet. A few are also available in Spanish, offering the opportunity to work with the Language Department. Write for a complete listing of materials.

CONCEPTS: Scarcity and Choices (3);

LEVEL: Secondary

NATIONAL FEDERATION OF INDEPENDENT BUSINESS
Research and Education Foundation
150 West 20th Avenue
San Mateo, California 94403

ASSORTED MATERIALS

This special interest group publishes a wide variety of charts, newsletters, and occasional papers related to public policy issues which they believe are of particular interest to small business. Illustrative titles are: Small Business in America (chart); Entrepreneurship: Starting a New Business; and The Minimum Wage and Minority Employment Opportunities.

CONCEPTS: Vary with materials.

LEVEL: Textual materials are at Secondary level, however charts may be applicable to Upper Elementary level.

NATIONAL INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION
3700 National Drive, Suite 208
Raleigh, North Carolina 27612

"Some Straight Talk on How to Buy a Used car"

This pamphlet describes the 10 steps that can be taken to evaluate the condition of an automobile or truck before it is purchased. Single copies are available by enclosing a self-addressed, stamped business size (#10) envelope with your request.

CONCEPTS: Scarcity and Choices (3)

LEVEL: Secondary.

NATIONAL LIVESTOCK & MEAT BOARD
444 North Michigan Avenue
Chicago, Illinois 60611

SHAPING A NATION: THE ROLE OF THE LIVESTOCK & MEAT INDUSTRY IN HISTORY AND ECONOMICS

This comprehensive kits contains two filmstrips w/audio cassettes, a poster "Partners in Production", four teachers guides and 14 activity masters. The program emphasizes factors of production, markets and specialization. The catalog price of the kit is $16.50 but may be purchased before November, 1984 at an introductory price of $11.50.

CONCEPTS: Productive Resources (2); Specialization, ... (8); Markets, Supply and Demand (12).

LEVEL: Elementary (5-8).

NATIONAL SCHOOLS COMMITTEE FOR ECONOMIC EDUCATION, INC.
86 Valley Road
Cos Cob, Connecticut 06807

MATERIALS AND CATALOG

This organization produces a variety of instructional materials for teaching economics at both elementary and secondary levels. A catalog of materials includes the following aids: "You Choose" a student workbook; "The World of Work," a Teacher's Manual for elementary grades, and "How We Live and Work," a manual for teachers in grades 7-12. Price list and complete descriptions available upon request.

CONCEPTS: Vary with materials.

LEVEL: Elementary and Secondary.

NEW YORK CLEARING HOUSE ASSOCIATION
100 Broad Street
New York, New York 10004

CLEARING HOUSE INTERBANK PAYMENTS SYSTEM "CHIPS"
NEW YORK AUTOMATED CLEARING HOUSE

These two booklets describe the use of computers in the banking system. They are beautifully illustrated in color and describe the process in detail.

CONCEPTS: Specialization, ... (8); Interdependence (10); International Economics (24).

LEVEL: Secondary

THE NEW YORK STOCK EXCHANGE
11 Wall Street
New York, New York 10005

TAKING STOCK IN THE FUTURE

This unit includes a teachers manual, eight student activities on spirit master stencils, and two charts.

CONCEPTS: Economic Incentives (7); Voluntary Exchange (9); and Markets, Supply and Demand (12).

LEVEL: Secondary

PUBLIC AFFAIRS COMMITTEE, INC.
381 Park Avenue South
New York, New York 10016

HELP FOR BUDGET WOES (#624)
MEN'S JOBS FOR WOMEN: TOWARD OCCUPATIONAL EQUITY (#606)
SOCIAL SECURITY: CRISES, QUESTIONS, REMEDIES (#621)
WHAT TO DO WHEN YOU LOSE YOUR JOB (#617)

This organization publishes a series of booklets dealing with topics of interest to teachers of economics. These pamphlets are for sale at $1.00 each. Quantity rates available upon request.

CONCEPTS: Economic Wants (1); Scarcity and Choices (3); Government Intervention and Regulation (11).

LEVEL: Secondary.

STATE FARM INSURANCE COMPANIES
Public Relations Department-DH
One State Farm Plaza
Bloomington, Illinois 61701

"Finding the Right Home for You"
"The Legend of Fire"
"What Is Auto Insurance?"
"What is Home Insurance?"

Several pamphlets on various forms of insurance and related topics are available.

CONCEPTS: Scarcity and Choices (3); Opportunity Costs and Trade-Offs (4).

LEVEL: Secondary

TAX FOUNDATION, INCORPORATED
Office of Public Information
One Thomas Circle, N.W.
Suite 500
Washington, D.C. 20005

"At Issue: A Presidential Commission to Reform the Federal Tax System
"At Issue: Taxes, Spending and Growth--Seeking a Balance"
"Evolution of the Federal Tax System; 1954-1983"
"Needed: More Fiscal Responsibility"
"U. S. Treatment of Foreign Source Income"

This special interest group has a wide variety of materials available related to fiscal policies at local, state and federal levels. Sample titles include those listed above.

CONCEPTS: Fiscal Policy:... (21); International Economics (24)

LEVEL: Secondary

TEA COUNCIL OF THE U.S.A., INC.
Publicity Department
230 park Avenue
New York, New York 10169

THE STORY OF TEA

This booklet presents the historical and geographic dimensions of the tea industry.

CONCEPTS: International Economics (24)

LEVEL: Upper Elementary

U. S. DEPARTMENT OF COMMERCE
Patent and Trademark Office
Office of Public Affairs
CP 3-1D01
Washington, D.C. 20231

Q & A ABOUT PATENTS
Q & A ABOUT TRADEMARKS

These two booklets explain about patents and trademarks and the difference between them. Both pieces are fully illustrated.

CONCEPTS: Government Intervention and Regulation (11)

LEVEL: Secondary

(U.S.) DEPARTMENT OF THE INTERIOR
U. S. Geological Survey
582 National Center
Reston, Virginia 22092

NEW PUBLICATION CATALOG

Interested individuals should write and ask their names be placed on the mailing list of this organization. The catalog contains a listing of numerous books, papers, periodicals and maps related to national and world natural resources.

CONCEPTS: Productive Resources (2); Scarcity and Choices (3).

LEVEL: Secondary.

U. S. INTERNATIONAL TRADE COMMISSION
Public Information Office
701 E Street, N.W.
Washington, D.C. 20436

"Citizens Guide to the Statutory Procedures of the United States International Trade Commission"

This is a posted which describes, in some detail, the functions of this federal commission.

CONCEPTS: Government Intervention and Regulation (11); International Economics (24).

LEVEL: Secondary

U. S. DEPARTMENT OF THE TREASURY
United States Secret Service
Washington, D.C. 20223

COUNTERFEITING AND FORGERY

This brochure is well written and current. It covers all aspects of counterfeiting and forgery including what actions citizens can take to combat this crime.

CONCEPTS: Government Intervention and Regulation (11).

LEVEL: Upper Elementary

U. S. SECURITIES AND EXCHANGE COMMISSION
Public Information Office
701 E Street, N.W.
Washington, D.C. 20436

WHAT EVERY INVESTOR SHOULD KNOW

Today, there are more types of investments available than ever before. Some are familiar to everyone, such as U.S. Savings Bonds and bank savings accounts. Others are more exotic, like commodity futures and foreign currencies. This booklet will give you information about the category of investments known as securities. It will tell you about investing in securities. about the protection provided to securities investors by Federal Law. One complimentary copy available, additional copies for sale at $4.50 each.

CONCEPTS: Interdependence (10); Scarcity and Choices (3); Economic Incentives (7); Government Intervention and Regulation (11).

LEVEL: Secondary

WORLD BANK
1818 H Street, N.W.
Washington, D.C. 20433

EDUCATION PUBLICATIONS OF THE WORLD BANK

This catalog provides information concerning books, articles and staff working papers related primarily to economic activities in the "third world." Most materials are technical in nature and should be considered primarily for teacher background. Sample titles include EDUCATION AND DEVELOPMENT: VIEWS FROM THE WORLD BANK (catalog and order forms at rear of this publication) and RETURNS TO EDUCATION: AN UPDATED INTERNATIONAL COMPARISON.

CONCEPTS: International Economics (24)

LEVEL: Secondary

WORLDWATCH INSTITUTE
1776 Massachusetts Avenue
Washington, D.C. 20036

PAPER SERIES

This institute publishes numbered papers dealing with topics of international concern. Sample titles include: Microelectronics at Work: Productivity and Jobs in the World Economy; Six Steps to a Sustainable Society; and Productivity: The New Economic Context. New titles include Nuclear Power: The Market Test and Population Policies for a New Economic Era.

CONCEPTS: International Economics (24).

LEVEL: Secondary.

APPENDIX A

List of Firms

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Tea Council of the U.S.A., Inc.	29
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APPENDIX B

Classification by Concept

CONCEPT: Economic Wants (1) — Page

American Bar Association Press 10
Bank of America 14
Lawyers Title Insurance Corporation 24
Money Management Institute 35
Public Affairs Committee, Inc. 28

CONCEPT: Productive Resources (2)

American Automobile Association 9
American Iron and Steel Institute 11
Bethlehem Steel Corporation 15
Independent Petroleum Association 23

Lawyers Title Insurance Corporation 24
L'Eggs Products, Inc. 24
National Livestock & Meat Board 26
(U.S.) Department of the Interior 30

CONCEPT: Scarcity and Choices (3)

American Automobile Association 9
American Bar Association Press 10
American Iron and Steel Institute 11
American Rental Association 11
Avon Products, Inc. 14

Bank of America 14
Bankers Life 15
Consumer Information Center 19
Consumer Protection Division 19
Credit Union National Association 20

Direct Mail/Marketing Association 20
Independent Petroleum Association 23
Investment Company Institute 23
Lawyers Title Insurance Corporation 24
L'Eggs Products, Inc. 24

Money Management Institute 25
National Association of Life Underwriters 25
National Foundation for Consumer Credit 25
National Independent Automobile Dealers Association . . . 26
Public Affairs Committee, Inc. 28

State Farm Insurance Companies 28
(U.S.) Department of the Interior/Geological Survey . . . 30
U.S. Securities and Exchange Commission 31

Classification by Concept (continued)

CONCEPT: Opportunity Costs and Trade-Offs (4) — Page

American Automobile Association 9
American Iron and Steel Institute 11
Associated Credit Bureaus, Inc. 14
Bank of America 14
Bethlehem Steel Corporation 15

Direct Mail/Marketing Association 20
Investment Company Institute 23
Money Management Institute 25
State Farm Insurance Companies 28

CONCEPT: Marginalism and Equilibrium (5)

No materials identified

CONCEPT: Nature and Types of Economic Systems (6)

Conference on Economic Systems 18

CONCEPT: Economic Incentives (7)

Consumer Information Center 19
New York Stock Exchange 27
U.S. Securities and Exchange Commission 31

CONCEPT: Specialization, Comparative Advantage, and the Division of Labor (8)

American Rental Association 11
Direct Mail/Marketing Association 20
National Livestock & Meat Board 26
New York Clearing House Association 27

CONCEPT: Voluntary Exchange (9)

New York Stock Exchange 27

CONCEPT: Interdependence (10)

American Trucking Association, Inc. 12
Ford Foundation 22
New York Clearing House Association 27
U.S. Securities and Exchange Commission 31

Classification by Concept (continued)

CONCEPT: Government Intervention and Regulation (11) — Page

American Bar Association Press 10
American Institute for Economic Research 10
Associated Credit Bureaus, Inc. 14
Avon Products, Inc. 14
Concerned Educators Against Forced Unionism 18

Conference on Economic Progress 18
Consumer Information Center 19
Consumer Protection Division 19
Credit Union National Association 20
Public Affairs Committee, Inc. 28

U.S. Department of Commerce/Patent & Trademark 29
U.S. International Trade Commission 30
U.S. Department of the Treasury 30
U.S. Securities and Exchange Commission 31

CONCEPT: Markets, Supply and Demand (12)

Chicago Board of Trade 17
Coffee, Sugar and Cocoa Exchange, Inc. 17
Credit Union National Association 20
Independent Petroleum Association 23

Investment Company Institute 23
National Livestock & Meat Board 26
New York Stock Exchange 27

CONCEPT: The Price Mechanism (13)

Associated Credit Bureaus, Inc. 14
Chicago Board of Trade 17
Coffee, Sugar and Cocoa Exchange, Inc. 17
Independent Petroleum Association 23

CONCEPT: Competition and Market Structure (14)

Chicago Board of Trade 17
Coffee, Sugar and Cocoa Exchange, Inc. 17

CONCEPT: "Market Failures": Information Costs, Resource Immobility, Externalities, etc. (15)

American Automobile Association 9

CONCEPT: Income Distribution and Government Redistribution (16)

Conference on Economic Progress 18

CONCEPT: Aggregate Supply and Productive Capacity (17) Page

No materials identified

CONCEPT: Aggregate Demand: Unemployment and Inflation (18)

No materials identified

CONCEPT: Price Level Changes (19)

Advertising Council 9

CONCEPT: Money and Monetary Policy (20)

American Institute for Economic Research 10
Canadian Bankers Association 16
Conference on Economic Progress 18

CONCEPT: Fiscal Policy: Taxes, Expenditures, and Transfers (21)

Tax Foundation, Incorporated 29

CONCEPT: Economic Growth (22)

Advertising Council 9

CONCEPT: Savings, Investment, and Productivity (23)

Advertising Council 9

CONCEPT: International Economics [uses Concepts 1-23] (24)

American Institute for Economic Research 10
Canadian Bankers Association 16
Coffee, Sugar and Cocoa Exchange, Inc. 17
Ford Foundation 22
Tax Foundation, Incorporated 29

Tea Council of the U.S.A., Inc. 29
U.S. International Trade Commission 30
World Bank 31
Worldwatch Institute 31

CONCEPT: These firms and organizations produce materials containing a wide variety of concepts - too many to classify.

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AMOCO Educational Services	13
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APPENDIX C

Materials Suitable for Use with Elementary Pupils

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American Automobile Association	9
American Iron and Steel Institute	11
American Trucking Association, Inc.	12
AMOCO Educational Services	13
Bethlehem Steel Corporation	15
Foundation for Economic Education, Inc.	23
National Federation of Independent Business	26
National Livestock & Meat Board	26
National Schools Committee for Economic Education, Inc.	27
Tea Council of the U.S.A., Inc.	29
U.S. Department of the Treasury/Secret Service	30